

Message Text

UNCLASSIFIED

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65

ACTION EA-09

INFO OCT-01 ISO-00 AID-05 EB-07 TRSE-00 OMB-01 COME-00

SP-02 L-03 H-02 CIAE-00 DODE-00 INR-07 NSAE-00 PA-02

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R 060712Z JUL 76

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 3888

UNCLAS KUALA LUMPUR 3839

E.O. 11652: N/A

TAGS: EAID, PFOR, MY

SUBJECT: REIMBURSABLE TECHNICAL ASSISTANCE

REF: STATE 145443

1. KENDRICK AND ROEHM DURING THEIR VISIT TO KUALA LUMPUR DISPELLED THE CONCERNS ABOUT THE PHILOSOPHY AND APPROACH OF THE REIMBURSABLE ASSISTANCE PROGRAM WHICH HAD BEEN GENERATED BY EARLIER MESSAGES ON THIS SUBJECT. WE NOW SEE PROGRAM AS USEFUL NEW ASSET FOR OUR ECONOMIC-COMMERCIAL SECTION IN ITS TRADE PROMOTION ACTIVITIES SIMILAR TO COMMERCE-SPONSORED, HIGHLY SUCCESSFUL USAQUIP TRADE FAIR HELD HERE LAST WEEK. WE CONTINUE TO BELIEVE THAT DR. ROEHM COULD MORE USEFULLY BE LOCATED ELSEWHERE IN THE AREA, BUT INTEND TO CALL ON HIS KNOWLEDGE AND RESOURCES IN PROMOTING SALES REPEAT SALES OF U.S. SERVICES KEYED TO SPECIFIC PROJECTS IN MALAYSIA'S THIRD FIVE YEAR PLAN WHICH WILL BE MADE PUBLIC LATER THIS MONTH.

2. DR. ROEHM'S ORGANIZATIONAL RELATIONSHIP WITH AID SEEMS TO US A HANDICAP IN HIS MISSION OF GENERATING SALES. TO THE EXTENT POSSIBLE HE SHOULD NOT, IN OUR VIEW EAR AID LABEL, AND SHOULD WORK OUT OF COMMERCIAL SECTION OF THE EMBASSY.
UNDERHILL

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Message Attributes

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